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August 25, 2000

RECEIVED

AUG 25 2000

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Ms. Magalie Roman Salas  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.—The Portals  
TW-B204  
Washington, D.C. 20554

Re: America Online, Inc. Notice of *Ex Parte* Presentation  
Applications of America Online, Inc. and Time Warner Inc.  
for Transfers of Control, CS Docket No. 00-30

Dear Ms. Salas:

On behalf of America Online, Inc. ("AOL"), submitted herewith pursuant to Section 1.1206(b)(2) of the Commission's rules are an original and one copy of this notice regarding a permitted oral *ex parte* presentation in the above-referenced proceeding. On August 24, 2000, representatives from the Office of Plans and Policy—Gerald R. Faulhaber, FCC Chief Economist; Michael Kende, Senior Economist; and Robert Cannon, Senior Counsel—visited AOL's corporate headquarters in Dulles, Virginia for a presentation on AOLTV, including a demonstration of the AOLTV service. The attached slides on AOLTV, which were previously submitted to the Commission, provide a summary of the topics discussed.

Attending the meeting on behalf of AOL were George Vradenburg, III, Senior Vice President, Global and Strategic Policy; Steven N. Teplitz, Senior Director of Telecommunications Policy; Carlos Silva, Vice President, Product Studio—AOL Devices; and the undersigned.

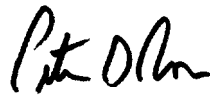
In addition, the undersigned briefly raised the issue of cable open access (and summarized AOL's position as detailed in our prior submissions) in seeking to identify questions to be addressed during our forthcoming meeting with FCC staff on the commercial and technical details of the Memorandum of Understanding between AOL and Time Warner, Inc.

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Kindly direct any questions regarding this matter to the undersigned.

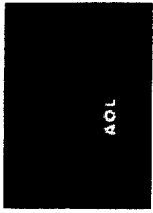
Respectfully submitted,

A handwritten signature in black ink, appearing to read "Peter D. Ross".

Peter D. Ross

Attachment

cc: Gerald R. Faulhaber, FCC Chief Economist, Office of Plans and Policy (w/ attachment)  
Michael Kende, Senior Economist, Office of Plans and Policy (w/ attachment)  
Robert Cannon, Senior Counsel, Office of Plans and Policy (w/ attachment)  
Royce Dickens, Deputy Chief, Policy and Rules Division,  
Cable Services Bureau (w/ attachment)  
James Bird, FCC Assistant General Counsel (w/ attachment)  
Linda Senecal, Cable Services Bureau (w/ attachment)  
International Transcription Services, Inc. (w/ attachment)



# **AOLTV**

# **Launching a New Era in**

# **Television**

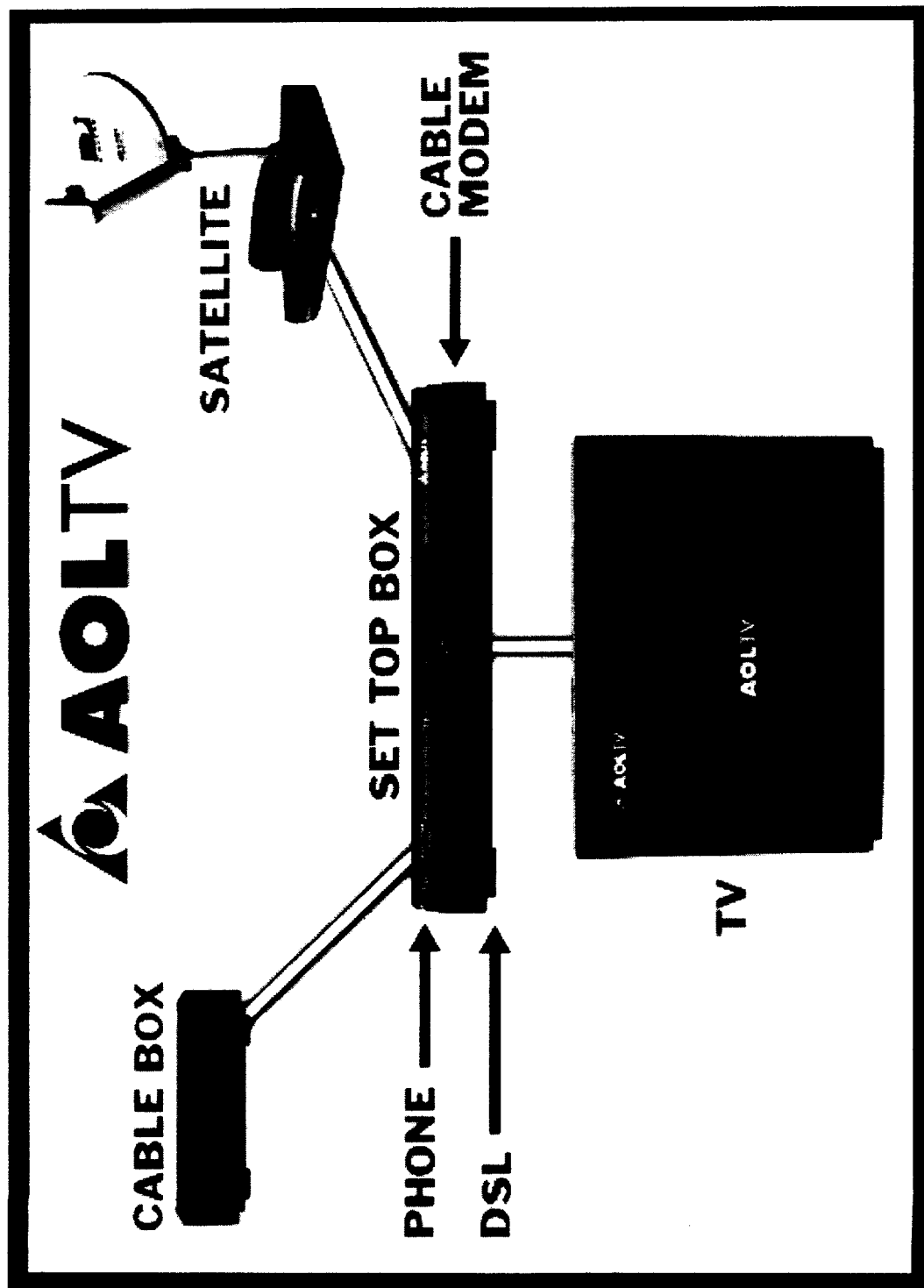
**Barry Schuler**  
**President, Interactive Services Group**  
**America Online**

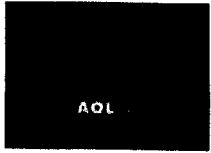
# Interactive TV: An Idea Whose Time Has Finally Come

- Interactivity becoming central to consumers' everyday lives
- People want convenience of interactivity across multiple devices for easy access
- Research shows consumers already going online while watching TV

***Mass market consumers ready for interactive TV***

# AOLTV: How it Works





# **AOLTV: Benefits for Consumers and TV Industry**

- Enhances TV viewing with interactivity to enable multi-tasking
- Brings popular AOL features to TV experience
- Makes television easier to navigate
- Provides TV industry new platform for its interactive content and ad/e-commerce
- Commits to open standards and consumer choice

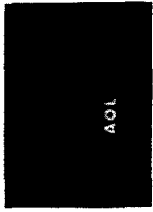
***The AOLTV experience driven by consumers***

# **AOLTV - Not Just Internet on TV Set . . .**

## **Extending Best of Interactivity to TV:**

- ⇒ Convenience Features**
- ⇒ Virtual Channels Offer More Consumer Choice**
- ⇒ Community of 23 Million AOL Members**
- ⇒ Content and Ad/E-Commerce to Complement TV Programming**

***AOLTV will make the television more useful and  
valuable device for home and family***



# Three Components of AOLTV

- Navigation
- Your AOL Features designed for TV
- Enhanced TV





# **Navigation**

**With Today's Hundreds of  
Channels, AOLTV Makes It Easy  
for Consumers to Find What They  
Want to Watch . . .**

**TV Will Be Surfable Again!**

# AOLTV Makes Television Easier to Navigate

***AOLTV Program Guide enables consumers to:***

- Organize TV channels by category
- Explore new Virtual Channels
- Request on-screen reminders for favorite shows
- Automatically set VCRs to tape programs
- Review program summaries 3 days ahead of time
- Access via any device connected to AOL

*Others program guides already being developed:  
14 million consumers using DirecTV's program guide*

# **AOLTV Brings Popular AOL Features to TV Experience**

- AOL Screen Name
- AOL E-mail
- AOL Buddy List and Instant Messaging
- You've Got Pictures
- AOL Calendar
- AOL Parental Controls
- AOL Favorite Places
- AOL Portfolios

***And it's up to consumers to decide how and when  
to use these convenient features***

**AOLTV Provides Exciting New  
Platform for Television Industry.**

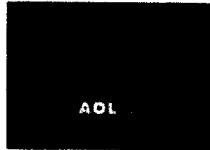
**AOLTV Supports ATVEF Streams  
and Access To the WWW  
on TV Without a Commercial  
Relationship Required.**



# **TV Industry's Content Opportunity on AOLTV**

## ***AOLTV Enables TV Programmers to Provide:***

- In-depth background for news and sports programming
- Interactive polls
- Chats with TV stars
- Emergency information during natural disasters and other public service announcements



# **Advertising/E-Commerce to Complement TV Programming**

## ***AOLTV Enables TV Programmers to:***

- Offer e-commerce opportunities linked directly to the shows on-screen
- Extend the impact of television ads
- Generate new advertising revenue streams
- Build an exciting new generation of interactive content



# AOLTV Built on Open Standards

- Open standards ensures content will be accessible on other interactive TV services
- Licensable software from Liberate Technologies
- Support for set-top boxes that accommodate multiple interactive TV services

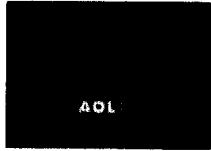
*Open standards key to growing entire  
interactive TV industry*

# AOLTV Provides Consumer Choice

- Full support for content diversity in both TV and interactive programming
- Seeking to partner with all broadcast and cable TV networks
- Non-discriminatory listings of channels in Program Guide categories
- Viewer controls what is on the TV screen - e.g. picture in picture, resized picture

*Consumers will decide success of this new industry*





**AOLTV Success Depends On  
Building a Large Audience.**

**This Will Occur by Providing  
Consumers with the Most Choice  
and Diversity Possible in TV and  
Interactive Content.**

AOL

**AOLTV**<sup>SM</sup>